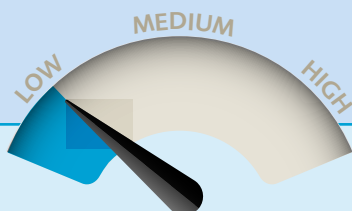


Investing in Ireland



As part of our campaign to help people get comfortable investing, we've researched their attitudes and experiences when it comes to investing.




HAPPINESS

People are not happy with returns on deposit accounts

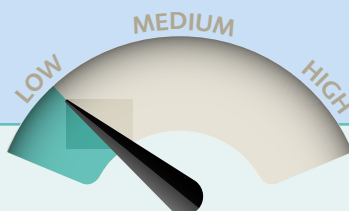
 Almost **2 IN 5** have a **deposit account**

 With **2 IN 3** not **happy** with returns

 **2 IN EVERY 3** adults think returns are **double** what they actually are



However, the annual return for most deposit accounts is **less than 0.5%** a year



KNOWLEDGE

Lack of Knowledge

 **1 IN 4** adults wouldn't know how to start their investment journey

 **1 IN 3** adults are unsure of the type of investment to suit their needs

 **1 IN 4** adults do not know what returns they could expect



DID YOU KNOW?



4 IN 10 adults in Ireland say they have invested


Over **50%** experiencing a rise in the value of their investment



1 IN 4 investors put away more than **6% of their annual income**

GET COMFORTABLE
INVESTING IN
3 EASY STEPS

Step 1 

Get your investor profile

Step 2 

Match to the fund that suits

Step 3 

See the expected range of returns

 **Irish Life**

Start your journey at irishlife.ie, then contact your Financial Broker or Adviser